ALL OF THE LEADERS in ONE PLACE at the SAME TIME

WE GATHER TOGETHER UNDER ONE ROOF

Be In The Room with ASHRAE's Best Reach at AHR Expo

ASHRAE Journal’s integrated media is the NO. 1 INFLUENCER of Expo attendees with both on-the-floor and in-the-conference distribution.

- Unique and contractual distribution on the Show Floor and entryways.
- Exclusive access to the ASHRAE Winter Conference at the Omni Hotel.
- More than 75,000 copies printed for Journal subscribers and AHR Expo visitors.
- More than 75,000 digital copies emailed and hosted at ASHRAE.org.


- Latest Products on Display at AHR Expo in the Georgia World Congress Center.
- Most Authoritative and Credible Technology at Omni Hotel at CNN Center and Georgia World Congress Center.
- Every Leader Present:
  - ASHRAE President Farooq Mehboob, President-Elect Ginger Scoggins, and all others on its Board of Directors.
  - Top CEOs of the leading product suppliers.
  - Thought-Leaders for all top professions: consulting engineers, contractors, manufacturers’ reps, mechanical engineers, architects, wholesalers/distributors, importers/exporters, OEM designers and engineers, facility engineers and managers, media, educators, and students.
ASHRAE Journal’s Official AHR Expo Show Guide

- Bound into every January issue of ASHRAE Journal. Mailed to 54,000 subscribers in early January, distributed at the AHR Expo and ASHRAE’s Winter Conference. Advertising is open to all for the January issue.

- ASHRAE prints an additional 10,000 Official AHR Show Guide copies for distribution at Show entrances, booths & entryways. Advertising is limited to AHR Expo exhibitors.

AHR Today: ASHRAE Journal’s Official Show Newspaper

- Distinct issues for Monday and Tuesday of Show.

- 20,000 copies will be circulated at booths and Show entrances on Monday and Tuesday. 1,000 copies distributed at the ASHRAE Winter Conference.

- Don’t be fooled by imitators. The only daily newspaper with official distribution at AHR Expo is AHR Today from ASHRAE Journal.

“Our industry has never been more essential. The public became aware of what our industry does. We are fully connected as a world, with more people involved in problem-solving.”

~ 2021–2022 ASHRAE President Mick Schwedler

“There have been some heavy ups and downs across the industry in recent years and we, as a community, needed to feel the inspiration that happens when we gather together under one roof... This industry is strong, and we are back on track to tackle the challenges before us.”

~ Mark Stevens, Show Manager, AHR Expo
ASHRAE Media Newsletters

Product Preview Newsletters (Circulation of over 90,000 per newsletter)
- Sent on Jan. 25 and Feb. 1 with distinct issues.
- Sent to those looking for latest products & solutions.
- Circulation includes all ASHRAE Members and subscribers to HVAC&R Industry, ASHRAE’s weekly newsletter on industry and technology.
- Content is 100% product news releases.
- Specifications:
  - 216x216 pixel image, 40 character headline, 400-character description, description and URL link.
  - $1,500 gross per product announcement.

AHR Expo Special Edition Newsletters (Circulation of over 90,000 per newsletter)
- Feb. 5: Show Preview Newsletter; Feb. 6 - 8: AHR Days 1, 2 and 3 Newsletters.
- Reach those looking for the latest show news, products, and solutions.
- Circulation includes all ASHRAE Members and subscribers to HVAC&R Industry, ASHRAE’s weekly newsletter on industry and technology with 25% unique average open rate.
- Specifications:
  - Top/Bottom Leaderboards: 728x90 pixel image plus URL link.
    - $3,606 gross/issue.
  - Rectangle: 300x250 pixel image plus URL link.
    - $3,580 gross/issue.
  - Text: 216x216 pixel image, 40-character title, 400-character description and URL link.
    - $4,300 gross/issue.

AHR Today Website
- 50,000 visitors on ASHRAE.org; updated daily.
- Skyscraper advertising offered.
- Sponsored Content & Product Releases available.

Supplier Webinar
- 60-minute webinar with company branding.
- Promoted to ASHRAE Journal readers.
- Approximately 1,000 average registrations converted into leads for unlimited use.

Sponsor the 2023 ASHRAE Winter Conference
- Opt-in mailing list available.
- Recognition on ASHRAE.org homepage, in conference promotions and signage at the Winter Conference.
- Approximately 2,000 average registrations people expected.
- Tech Talks available to share product technology solutions.
CONTACTS

The people of ASHRAE Media are top professionals, each an expert on marketing to the HVACR industry for maximum effectiveness.